

WTIC-TV

Flight Dates 10/16/12-10/22/12

Order Sep 00:15:00

Billing Type

Product Estimate # 2050

DSCC IE 10/16-10/22 Alt Order # 06372126 Contract / Revision 398241 - 2

Original Date / Revision Agency Com 15% 10/15/12 10/15/12 Order Type **GENERAL Billing Contact**

Billing Cycle EOM/EOC Advertiser Democratic Senatorial Camp 3050 K St NW Billing Calendar BROADCAST

Washington, DC 20007

Demographic A35+ Agency Great American Media

Rev Codes AGY POL ISSUE Buying Contact

Product Codes PL2 Sales Office TWDC Sales Region National Priority 02 3050 K St NW Advertiser Ref Agency Ref Washington, DC 20007

Primary Account Executive Jordan Johannessen

Account Executive Order% Start Date **End Date**

Jordan Johannessen 100%

Order Share 22% Market Value 277272

Cash

Competing Station	% of Order	Amount
2WCCT	1%	2772
3WFSB	21%	58227
4WVIT	18%	49909
5WTNH	38%	105363
6WCTX	%	0
7CABL	%	0

Order Totals Billing Plan Rating Start Date End Date Month # of Spots Net Amount Gross Amount # Spots Net Amount Gross Amount October 2012 \$51,850.00 0.00 10/01/12 10/22/12 \$51,850.00 \$61,000.00 66 \$61,000.00 66 0.00 66 \$51,850.00 \$61,000.00 Totals

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amou 1 61 10/16/12 10/19/12 M-F 1p-2p CM 1p-2p - TWTF :30 4 \$200.00 02 0.00 NM 4 \$800 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/19/12 M-F News at Ten CM 10p-1030p - TWTF :30 2 \$1,800.00 02 0.00 NM 2 \$3,600 News at Ten (10:00 PM-10:30 PM) (10:00 PM-10:30 PM) Start Date Rate Pri Rtg Type Spots/Week Rate Rating		als	Tota													
M-F 1p-2p Start Date End Date Weekdays Spots/Week Rate Rating	unt	Amo	Spots	Rtg Type	te Pri	Rate	Spots	Len	Time Days	Start/End	Break	Inventory Code	End	Start	Ch	Ln
Start Date Week: 10/15/12 End Date 10/21/12 Weekdays - TWIF Spots/Week 4 \$200.00 Rate \$200.00 Rating \$0.00 2 61 10/16/12 10/19/12 M-F News at Ten News at	0.00	\$80	4	0.00 NM	.00 02	\$200.00	4	:30	- TWTF	1p-2p	CM		2 10/19/12	10/16/1	61	1
Week: 10/15/12 10/21/12 - TWTF 4 \$200.00 0.00 2 61 10/16/12 10/19/12 M-F News at Ten Mews at Ten Mew												M-F 1p-2p				
2 61 10/16/12 10/19/12 M-F News at Ten CM 10p-1030p - TWTF :30 2 \$1,800.00 02 0.00 NM 2 \$3,600 News at Ten (10:00 PM-10:30 PM)															_	
News at Ten (10:00 PM-10:30 PM)										•						W
,	0.00	\$3,60	2	0.00 NM	.00 02	\$1,800.00	2	:30			CM		2 10/19/12	10/16/1	61	2
Start Date End Date Weekdays Spots/Week Rate Rating									0:30 PM)	(10:00 PM-1		News at Ten				
									Rating	Rate	Spots/Week	Weekdays	End Date	art Date	St	
Week: 10/15/12									0.00	\$1,800.00	2	- TWTF	10/21/12)/15/12	eek: 10	W
3 61 10/16/12 10/19/12 M-F 12p-1p CM 12p-1p - TWTF :30 4 \$200.00 02 0.00 NM 4 \$800	0.00	\$80	4	0.00 NM	.00 02	\$200.00	4	:30	- ТWГF	12p-1p	CM	M-F 12p-1p	2 10/19/12	10/16/1	61	3
M-F 12p-1p												M-F 12p-1p				
Start Date End Date Weekdays Spots/Week Rate Rating									Rating	Rate	Spots/Week	<u>Weekdays</u>	End Date	art Date	St	
Week: 10/15/12									0.00	\$200.00	4	- ТWГF	10/21/12)/15/12	eek: 10	W
4 61 10/16/12 10/19/12 M-F 2p-3p CM 2p-3p - TWTF :30 4 \$200.00 02 0.00 NM 4 \$800	0.00	\$80	4	0.00 NM	.00 02	\$200.00	4	:30	- TWTF	2p-3p	CM	M-F 2p-3p	2 10/19/12	10/16/1	61	4
M-F 2p-3p												M-F 2p-3p				
Start Date End Date Weekdays Spots/Week Rate Rating									Rating	Rate	Spots/Week	Weekdays	End Date	art Date	St	
Week: 10/15/12									0.00	\$200.00	4	- ТWГF	10/21/12	0/15/12	eek: 10	W
5 61 10/16/12 10/19/12 CM 3p-4p - TWTF :30 4 \$300.00 02 0.00 NM 4 \$1,200	0.00	\$1,20	4	0.00 NM	.00 02	\$300.00	4	:30	- TWTF-	3p-4p	CM		2 10/19/12	10/16/1	61	5





Contract / Revision 398241 - 2 Flight Dates 10/16/12-10/22/12 Hiatus Dates

<u>Original Date / Revision</u> 10/15/12/ 10/15/12 <u>Order Sep</u> 00:15:00

Advertiser Democratic Senatorial Carr Product DSCC IE 10/16-10/22 Estimate # 2050

							Tota	
Ln Ch Start End	Inventory Code M-F 3p-4p	Break Start/End T	ime Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
	M-F 3p-4p							
Start Date	Weekdays - TWTF	Spots/Week Rate 4 \$300.00	Rating 0.00					
6 61 10/16/12 10/19/12		CM 4p-5p	- TWFF-	- :30	4 \$425.00 02	0.00 NM	3	\$1,275.00
Start Date End Date	<u>Weekdays</u>	Spots/Week Rate	Rating					
Week: 10/15/12 10/21/12 Spot Ch Date Range	- TWTF Description	4 \$425.00 Start/End Time	0.00	Weekdays	Length Rate	Rtg Type		
1 61 10/15/12-10/21/12		4p-5p		- TWThF	:30 (\$425.00)			
Unresolved [PROGRAM CHANGE]	l							
7 61 10/16/12 10/19/12	M-F 6p-630p M-F 6p-630p	CM 6p-630p	- TWFF-	- :30	4 \$650.00 02	0.00 NM	3	\$1,950.00
Start Date	Weekdays - TWTF	<u>Spots/Week</u> <u>Rate</u> 4 \$650.00	Rating 0.00					
Spot Ch Date Range	Description	Start/End Time	0.00			Rtg Type		
3 61 10/15/12-10/21/12 Unresolved	M-F 6p-630p	6p-630p		- TWThF	:30 (\$650.00)	0.00 NM		
[PROGRAM CHANGE]	I							
8 61 10/16/12 10/19/12	2 M-F 6a-7a M-F 6a-7a	CM 6a-7a	- TWFF-	- :30	2 \$400.00 02	0.00 NM	2	\$800.00
Start Date Week: 10/15/12	Weekdays - TWTF	Spots/Week Rate 2 \$400.00	Rating 0.00					
9 61 10/16/12 10/19/12	M-F 630p-7p M-F 630p-7p	CM 630p-7p	- TWF-	- :30	4 \$650.00 02	0.00 NM	4	\$2,600.00
Start Date		Spots/Week Rate 4 \$650.00	Rating 0.00					
10 61 10/16/12 10/19/12	2 M-F 7p-730p M-F 7p-730p	CM 7p-730p	- TWF-	- :30	4 \$1,000.00 02	0.00 NM	4	\$4,000.00
Start Date		Spots/Week Rate 4 \$1,000.00	Rating 0.00					
11 61 10/16/12 10/19/12	2 M-F 7a-8a M-F 7a-8a	CM 7a-8a	- TWFF-	- :30	4 \$400.00 02	0.00 NM	4	\$1,600.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 <u>End Date</u>	Weekdays - TWTF	<u>Spots/Week</u> <u>Rate</u> 4 \$400.00	Rating 0.00					
12 61 10/16/12 10/19/12	M-F 730p-8p M-F 730p-8p	CM 730p-8p	- TWF-	- :30	4 \$1,300.00 02	0.00 NM	3	\$3,900.00
Start Date End Date		Spots/Week Rate	Rating					
Week: 10/15/12 10/21/12 Spot Ch Date Range	- TWTF Description	4 \$1,300.00 Start/End Time	0.00	Weekdays	Length Rate	Rtg Type		
1 61 10/15/12-10/21/12		730p-8p		- TWThF	:30 (\$1,300.00)			
Unresolved [MLB Coverage]								
13 61 10/16/12 10/19/12	2 M-F 8a-9a M-F 8a-9a	CM 8a-9a	- TWTF-	- :30	3 \$350.00 02	0.00 NM	3	\$1,050.00
Start Date End Date	Weekdays	Spots/Week Rate	Rating					
Week: 10/15/12 10/21/12 14 61 10/16/12 10/19/12	- TWTF 2 M-F 9a-10a	3 \$350.00 CM 9a-10a	0.00 - TWF-	- :30	4 \$150.00 02	0.00 NM	Л	\$600.00
1-7 01 10/10/12 10/19/12	M-F 9a-10a	Oivi 9a-10a	~ I MII	.50	- ψ100.00 02	O.OO INIVI	7	ψουο.ου
Start Date End Date Week: 10/15/12 10/21/12	Weekdays - TWTF	Spots/Week Rate 4 \$150.00	Rating 0.00					





Contract / Revision 398241 - 2 Flight Dates 10/16/12-10/22/12 Hiatus Dates

<u>Original Date / Revision</u> 10/15/12/ 10/15/12 <u>Order Sep</u> 00:15:00

Advertiser Democratic Senatorial Carr Product DSCC IE 10/16-10/22 Estimate # 2050

Ln Ch Start End	Inventory Code	Prook	Start/End T	ima Dava	Len Sp	ooto Poto Dri	Pta Tuno	Tot	als Amount
15 61 10/21/12 10/21/12	Inventory Code NFL on FOX Early		1p-4p	ime Days	:30	1\$10,000.00 02	Rtg Type 0.00 NM	Spois 1	\$10,000.00
	Giants:Sun 1-4pm		rr			* -,			* -,
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	1		\$10,000.00	0.00	- 00	4 \$0,000,00,00	0.00.104		# 0.000.00
18 61 10/17/12 10/17/12	X-Factor		8p-10p	1	:30	1 \$6,000.00 02	0.00 NM	1	\$6,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$6,000.00	Rating 0.00					
19 61 10/22/12 10/22/12	M-F 1p-2p M-F 1p-2p	СМ	1p-2p	1	:30	1 \$200.00 02	0.00 NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays 1	Spots/Week 1	Rate \$200.00	Rating 0.00					
20 61 10/22/12 10/22/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-1	1	:30	1 \$1,800.00 02	0.00 NM	1	\$1,800.00
Start Date End Date		Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12	1		\$1,800.00	0.00					
21 61 10/22/12 10/22/12	M-F 12p-1p M-F 12p-1p	СМ	12p-1p	1	:30	1 \$200.00 02	0.00 NM	1	\$200.00
Start Date Week: 10/22/12		Spots/Week 1	Rate \$200.00	Rating 0.00					
22 61 10/22/12 10/22/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1	:30	1 \$200.00 02	0.00 NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>End Date</u>		Spots/Week 1	Rate \$200.00	Rating 0.00					
23 61 10/22/12 10/22/12	M-F 3p-4p M-F 3p-4p	СМ	3p-4p	1	:30	1 \$300.00 02	0.00 NM	1	\$300.00
Start Date Week: 10/22/12		Spots/Week 1	Rate \$300.00	Rating 0.00					
	M-F 4p-5pm M-F 4p-5pm	СМ	4p-5p	1	:30	1 \$425.00 02	0.00 NM	1	\$425.00
Start Date Week: 10/22/12		Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00					
25 61 10/22/12 10/22/12	M-F 6p-630p M-F 6p-630p	СМ	6p-630p	1	:30	1 \$650.00 02	0.00 NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12		Spots/Week	Rate \$650.00	Rating 0.00					
26 61 10/22/12 10/22/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1	:30	1 \$400.00 02	0.00 NM	1	\$400.00
Start Date End Date Week: 10/22/12 10/28/12		Spots/Week	Rate \$400.00	Rating 0.00					
27 61 10/22/12 10/22/12		СМ	630p-7p	1	:30	1 \$650.00 02	0.00 NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12		Spots/Week	<u>Rate</u> \$650.00	Rating 0.00					
28 61 10/22/12 10/22/12 28 61 20/22/12 20/22/12		CM	7p-730p	1	:30	1 \$1,000.00 02	0.00 NM	1	\$1,000.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12 29 61 10/22/12 10/22/12	1 M-F 7a-8a	CM	\$1,000.00 7a-8a	0.00	:30	1 \$400.00 02	0.00 NM	1	\$400.00
	M-F 7a-8a Weekdays	Spots/Week							

Print Date: 10/15/12

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Contract / Revision 398241 - 2 Flight Dates 10/16/12-10/22/12 **Hiatus Dates**

Original Date / Revision 10/15/12 10/15/12 Order Sep 00:15:00

Advertiser Democratic Senatorial Carr Product DSCC IE 10/16-10/22 Estimate # 2050

													Tot	als
	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
_	29	61	10/22/1	2 10/22/12	M-F 7a-8a	CM	7a-8a	1	:30	1	\$400.00 02	0.00 NM	1	\$400.00
					M-F 7a-8a									
			rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_		eek: 10/		10/28/12	1	1	\$400.00	0.00						
	30	61	10/22/1	2 10/22/12	M-F 730p-8p	CM	730p-8p	1	:30	1	\$1,300.00 02	0.00 NM	1	\$1,300.00
		_			M-F 730p-8p		_							
			rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_		eek: 10/		10/28/12	1	1	\$1,300.00	0.00						
	31	61	10/22/1	2 10/22/12	M-F 8a-9a	CM	8a-9a	1	:30	1	\$350.00 02	0.00 NM	1	\$350.00
					M-F 8a-9a									
		Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	W	eek: 10/	22/12	10/28/12	1	1	\$350.00	0.00						
	32	61	10/22/1	2 10/22/12	M-F 9a-10a	CM	9a-10a	1	:30	1	\$150.00 02	0.00 NM	1	\$150.00
					M-F 9a-10a									
		<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	W	eek: 10/	22/12	10/28/12	1	1	\$150.00	0.00						
١	133	61	10/17/1	2 10/17/12	NLCS on FOX	CM	330-7p	2	:30	2	\$6,000.00 02	0.00 NM	2	\$12,000.00
					NLCS									
		Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	W	eek: 10/	15/12	10/21/12	2	2	\$6,000.00	0.00						
												-		004 000 00

66 \$61,000.00 Totals